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PATENT

Atty. Dkt. No.: 17207-00006

IN THE UNITED STATES OFFICE OF PATENTS AND TRADEMARKS

Applicant: Samra et al

Serial Number: 09/474,63

Filed: December 29, 1999

For: METHODS AND SYSTEMS FOR

ANALYZING HISTORICAL TRENDS

IN MARKETING CAMPAIGNS

Group Art Unit:

Examiner:

RECEIVED #

CERTIFICATE OF MAILING

I certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on

, 2000

tohn S. Beulick, Reg. No. 33,338

DECLARATION AND POWER OF ATTORNEY OF APPLICATION

Assistant Commissioner for Patents Washington, D.C. 20231

Sir:

Enclosed are the Combined Declarations and Power of Attorney for the above-referenced Patent Application.

If any additional fee is required, the Commissioner is hereby authorized to charge the surcharge to Deposit Account Number 01-2384.

Respectfully submitted,

John S. Beulick

Reg. No. 33,338

ARMSTRONG, TEASDALE, SCHLAFLY, & DAVIS

One Metropolitan Square, Suite 2600

St. Louis, Missouri 63102-2740

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POWER OF ATTORNEY

Attorney's Docket No. 17207-00006

As a below named inventor, I hereby declare that: S My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is soutant কেইthe invention entitled: METHODS AND SYSTEMS FOR ANALYZING HISTORICAL TRENDS IN MARKETING CAMPAIGNS, the specification of which: (check one) [] is attached hereto **[**] was filed on 12/29/99 as Application Serial No. 09/474,631, and was amended on I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations §1.56(a). I hereby claim priority benefits under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112. I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application Serial No.	Filing Datc	Status (patented, pending, abandoned)		
I hereby claim the benefit under T below:	itle 35, United States Code §119(e) of	ny United States provisional application(s) liste		
Application Serial No.	Filing Date	Additional provisional application numbers are listed on a supplemental		
		priority sheet attached hereto.		

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration numberl

John S. Beulick, Reg. No. 33,338; Patrick W. Rasche, Reg. No. 37,916; Michael Tersillo, Reg. No. 42,180; Tara A. Nealey, Reg. No. 42,927; Bruce T. Atkins, Reg. No. 43,476, Alan L. Cassel, Reg. No. 35,842; Elizabeth D. O'Dell, Reg. No. 39,532; Bruce E. Burdick, Reg. No. 27,422; Stephen R. Cooper, Reg. No. 42,437; Robert E. Slenker, Reg. No. 45,112; Donald R. Holland, Reg. No. 35,197; and Natu J. Patel, Reg. No. 39,559 all of Armstrong Teasdale, One Metropolitan Square, Suite 2600, St. Louis, MO 63102-2740

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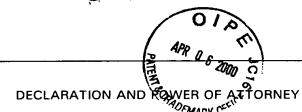
DECLARATION AND POWER OF ATTORNEY

Attorney's Docket No.

17207-00006

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application and any patent issued thereon.

SOLE OR FIRST INVENTOR: Full Name: Balwinder S. Samra Signature: Date: Leeds LS17 8BW, England Citizenship: United Kingdom Post Office Address: 10 Belvedere Avenue, Leeds LS17 8BW, England SECOND JOINT INVENTOR, IF ANY: Full Name: Oumar Nabe Signature: Date: Residence: New York, New York 10032 Citizenship: U.S.A. Post Office Address: 765 Riverside Drive, Apt. #6D, New York, New York 10032



Attorney's Docket No. 17207-00006

		WADV ID.		
As a below named invento	or, I hereby	y declare that:		
My residence, post office	address ar	nd citizenship are as stated below n	ext to my name.	7C 2
(if plural names are lister	d below) (IODS AND	sole inventor (if only one name is I of the subject matter which is cl O SYSTEMS FOR ANALYZING HIS	aimed and for which a pat	first and joint inventor tent is sough on Alle KETING CAMPAIGNS,
(check one)	[]	is attached hereto		2000 IL R
	[/]	was filed on 12/29/99 as Applicand was amended on		AIL ROOM
I hereby state that I hav claims, as amended by an		d and understand the contents of ent referred to above.	the above identified speci	fication, including the
I acknowledge the duty t with Title 37, Code of Fed		information which is material to tations $\S1.56(a)$.	the examination of this app	lication in accordance
and, insofar as the subject application in the manner to disclose material inforr	ct matter of provided b nation as	r Title 35, United States Code, §12 of each of the claims of this appli by the first paragraph of Title 35, U defined in Title 37, Code of Feder n and the national or PCT internatio	cation is not disclosed in the nited States Code, §112. I al Regulations, §1.56(a) wh	ne prior United States acknowledge the duty ich occurred between
Application Serial No.		Filing Date	Status (patented, pend	
I hereby claim the benefit below:	— under Title	e 35, United States Code §119(e) of	f any United States provision	nal application(s) listed
Application Serial No.	<u>-</u> -	Filing Date	numbers are supplementa	
		ed inventor, I hereby appoint the fo siness in the Patent and Trademark		
Reg. No. 42,180; T L. Cassel, Reg. No. 27,422; Stephen R R. Holland, Reg. No	ara A. N 35,842; Cooper 35,19	3,338; Patrick W. Rasche, Flealey, Reg. No. 42,927; Bru; Elizabeth D. O'Dell, Reg. No. Reg. No. 42,437; Robert E7; and Natu J. Patel, Reg. No. 42,437; Robert E7; and Natu J. Patel, Reg. No. 100 63	uce T. Atkins, Reg. No. o. 39,532; Bruce E. Bu E. Slenker, Reg. No. 45 o. 39,559 all of Armst	. 43,476, Alan urdick, Reg. No. ,112; Donald

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application and any patent issued thereon.

and any patent issued thereon.			PR	
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